

# LIGHT RAIL CAMPAIGN DESIGN PROCESS



MIA STAPP

# DESIGN BRIEF

# TARGET AUDIENCE

Create a safety awareness campaign for Canberra Light Rail. Create a poster that communicates the importance of being safe around trams and to avoid distractions such as phones around them. Use the elements of design such as colour and the use of visually engaging graphics to help achieve an eye catching design that will get the viewer to acknowledge the important message being presented.

My target audience is between the ages of 15 - 24. I'll be targetting an audience that would appreciate the detailed graphic novel-like style that uses bold dark line art, cross hatching and so on. Essentially an age range that would appreciate a more detailed but eye-catching design that had a resemblance to books or animations they may enjoy which will encourage the viewer to look at the campaign designs. Additionally the design style should create further interest for the viewer as its often not seen for the light rail campaign designs.

# CLIENT INVESTIGATION

The Client, John Mikita is the owner and creative director at Transit Graphics. They work for Transport Canberra and CMET.

The client wants designs for the light rail safety campaign.

We have to understand our target market and how best to approach our designs, considering the audience's age, comprehension and ability to read the typography.

Additionally, we need text AND graphics to support the message being presented to make it more comprehensible and visually interesting.

When approaching colour in the designs, Red is used for all light rail applications, so it would be best to consider incorporating it within the designs to represent that. It would also be suggested to use colours that reflect safety such as yellow, orange and black.

A footer needs to be used in the poster to display the ACT Government, Transport Canberra and CMET logos. The logos must be placed on a solid background so it can easily be read.

# TRAM SAFETY CONCERNS

DISTRACTION - PHONE USAGE AROUND THE TRAM

NOT HOLDING ON

STANDING OVER YELLOW LINE

DRIVING IN FRONT - CROSSING RED LIGHT

DROPPING BELONGINGS

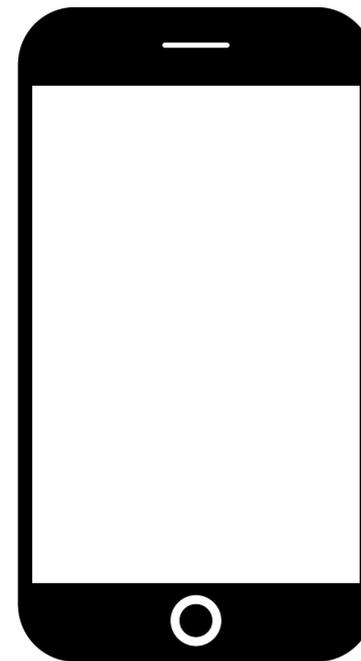
PUSHING OTHER PEOPLE

# SAFETY CONCERNS DISTRACTION

Distraction is a large issue that happens around all modes of transport, including the light rail. However, a major form of distraction is phone usage. When phones are used, the ability to see the surrounding area becomes extremely limited. Additionally, the attention and focus is only on the phone. These factors increase the chance of an accident. According to an article about the Canberra light rail, the emergency break has been used a number of times across the year, what's important is that they are only used as a very last resort after ringing the cautionary bells and regular brakes (Radford n.d.). This reveals that they HAD to use the last resort option due to a number of pedestrian mistakes.

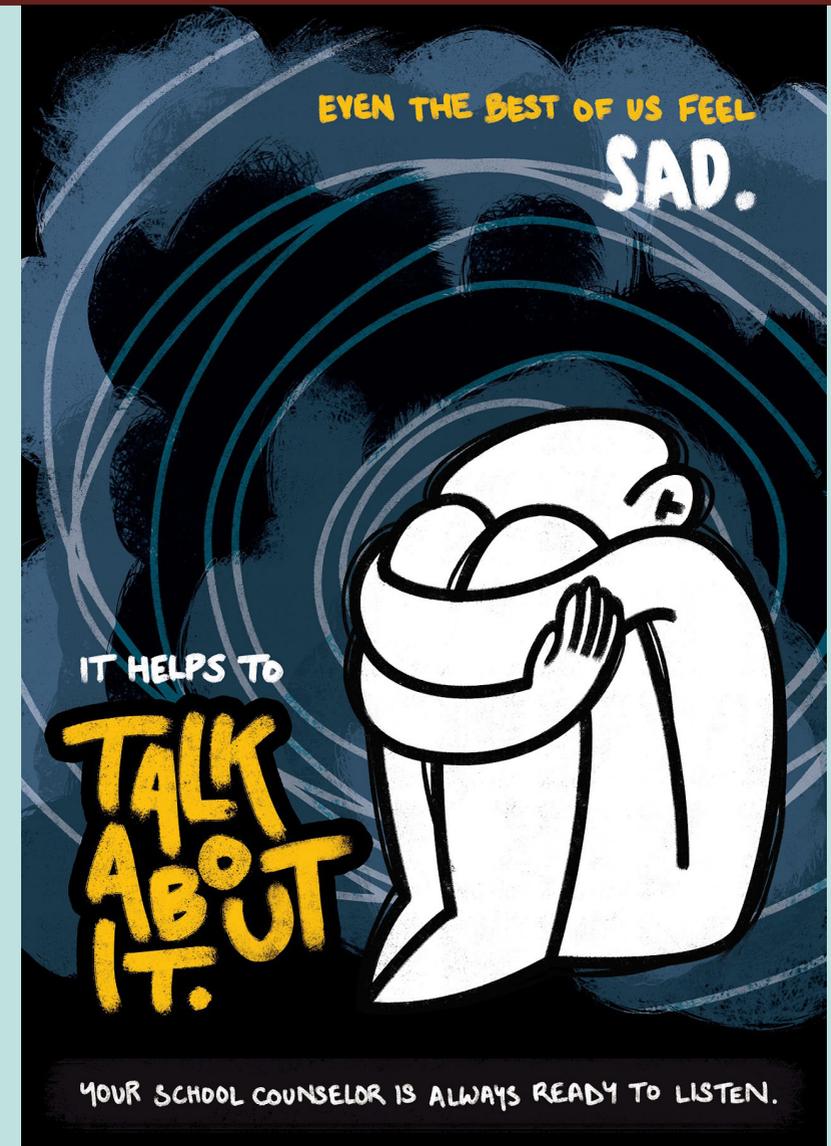
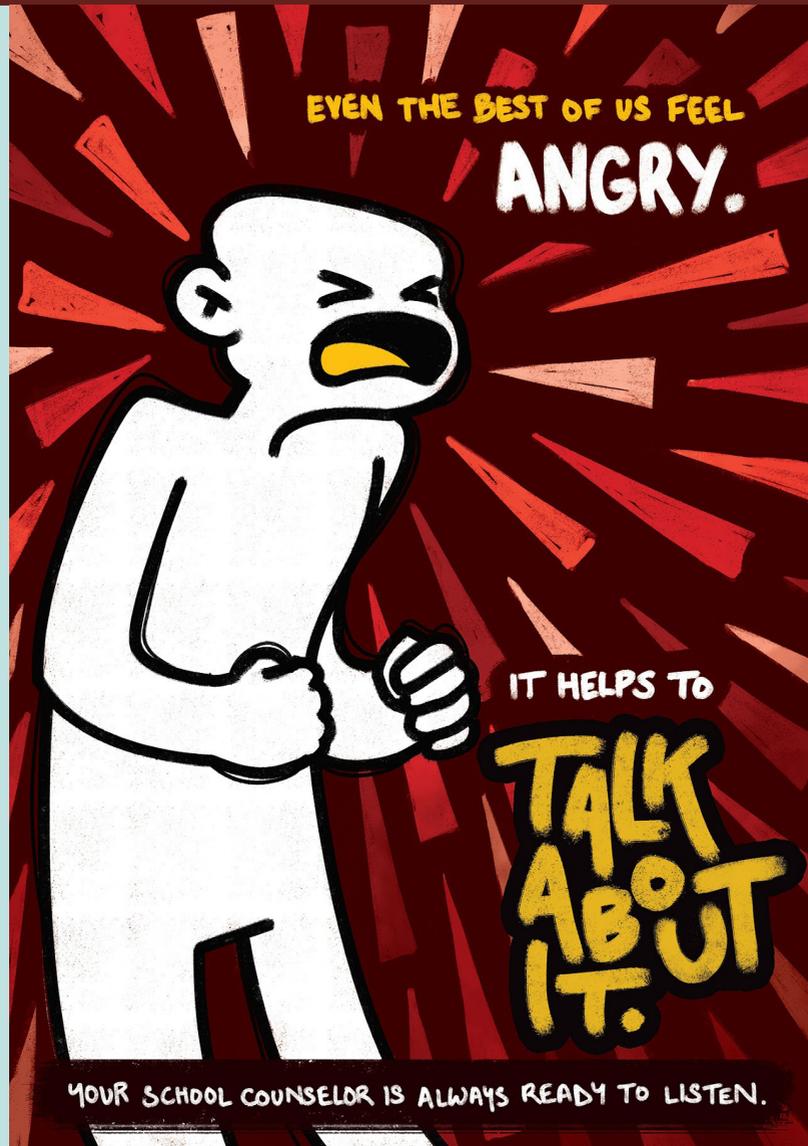
Written in the same article, A Detective Inspector Hutcheson looked over the issue and had this to say, "Take your headphones off. Look up from your phone and do the old stop, look and listen before you cross." (Radford n.d.).

Because this is coming from a professional Inspector, this can suggest that headphones and phones are in fact the main issue contributing to the increasing amount of emergency break usage. Considering this information, it is evident that phone distractions are a major issue and should be considered when creating a safety campaign for the light rail, which is why I'll be making my poster



(Download Smartphone icon vector design, Phone symbol for free n.d.)

# EXISTING DESIGNS TALK ABOUT IT CAMPAIGN



# EXISTING DESIGNS

## TALK ABOUT IT CAMPAIGN

The Talk About It campaign produced by Menon in 2018, uses elements and principles of design to visually communicate to a young viewer the importance of speaking up if they are feeling down in school.

This campaign targets a young audience as it is about encouraging school students to talk to counsellors if they need to. Considering this, they have approached the designs by using a cartoon-like style. This gives a sense of familiarity to the younger audience as they might potentially watch cartoons and therefore engage better with the posters as it provides a 'homey feel.' This can allow them to feel more comfortable when approaching the idea of seeing a counsellor.

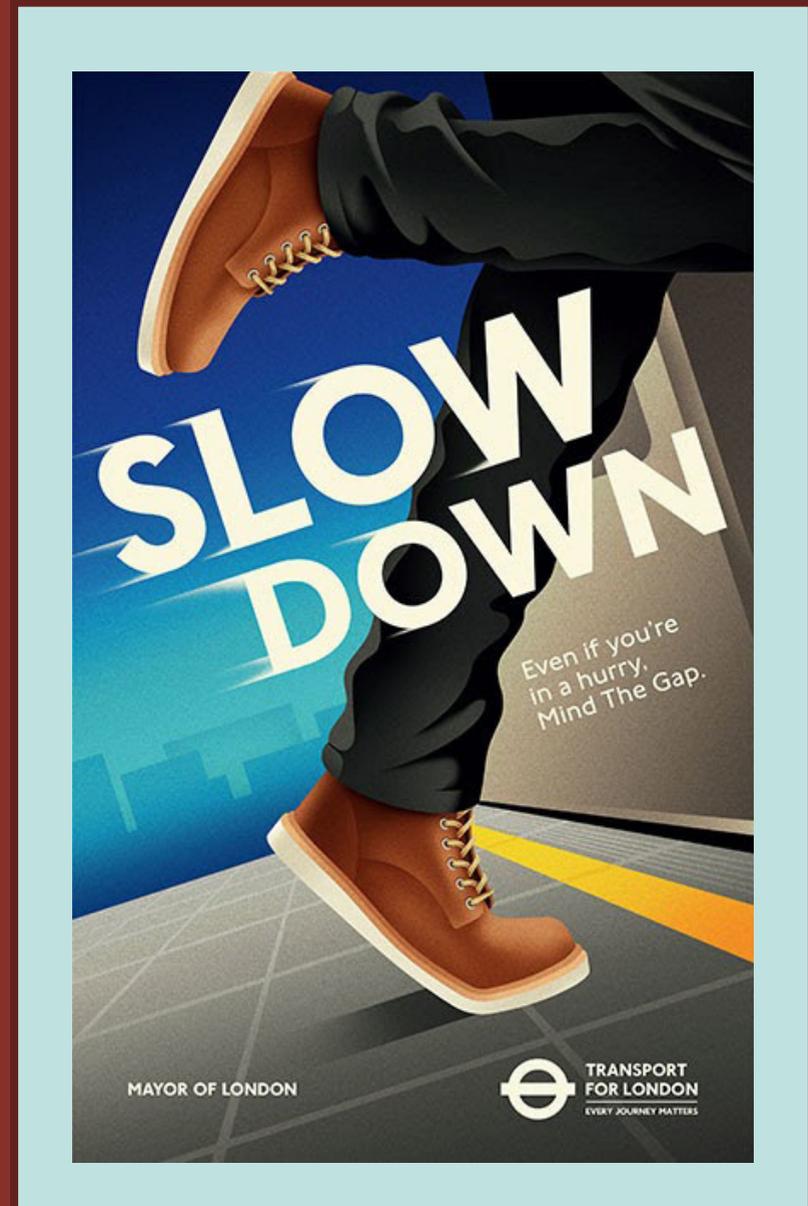
The Sadness poster uses dark colours of blues and blacks and a spiral in the background to represent the feelings of sadness and despair. The anger poster uses shades of red and sharp triangles shooting out and around the person to represent their frustration. All the posters

are accompanied by a person in the foreground who displays what someone may look like when experiencing these emotions. By doing this, the viewer can determine whether they feel these emotions through the visual communication of these feelings. This can make the viewer realise that they need to talk to a counsellor after they discover they relate to the emotions portrayed in the poster.

The posters use contrasting colours to bring attention to the slogan. The slogan 'Talk about It.' is handwritten in a vibrant yellow colour that stands out against the duller colours that represent the negative emotions. They have done this because it clearly communicates what the viewer should do and that they should take action if they are feeling negative. They have made this text bright and bold to catch the viewer's attention to the main message and then below is further information regarding who to talk to if they are interested in getting support

# EXISTING DESIGNS TRANSPORT SAFETY CAMPAIGN

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London Safety Messages (La Boca, 2017)

# EXISTING DESIGNS

## TRANSPORT SAFETY

### CAMPAIGN

A transport safety campaign created by London Safety Messages in 2017, has used elements of design to convince the viewer to make safer choices around modes of transport like trains and trams ect, and avoid dangerous situations.

They have made adjustments to the typography to communicate the action of the word and what is appearing within the graphic. They have done this by adding lines coming off of the word 'slow down.' Indicating to the viewer that the action being performed by the running person in the graphic is moving too fast. In addition, they have also tilted the text as well as tilted the illustration to match the person that's running in the graphic communicating a feeling of falling, and the lines coming off of the typography tell us that the person in the graphic is moving too fast which is causing this falling feeling. Both of these can effectively show the viewer the issue of moving too fast which can result in falling over in a dangerous area. By acknowledging this, the viewer can feel more encouraged to slow down around trains in order not to fall over like the person in the graphic. The standard typography uses a sans serif font with thick strokes. Without the serifs, and thin lines, the typography is easier to read which allows the viewer to comprehend the message clearly.

They have approached their poster designs by stylising images of the various scenarios, whilst also using vibrant and contrasting colours to catch the viewer's attention. Using this style as opposed to photographic images, the viewer is more likely to view these stylistic posters. Further, Typically, photographic images are overlooked due to their blandness, which is why their chosen style is more effective in drawing in the viewer. Furthermore, the viewer's eye can also be drawn

from the bright, vibrant colours that contrast against each other in the poster. This is important because after catching their attention, it then gets the viewer to acknowledge the message being presented in the poster and then potentially follow through.

For my designs, I want to take inspiration from the use of colour from both campaigns and adapt those colours to communicate a feeling of danger to assist in convincing the viewer to stay safe around the light rails. Red is a colour which is typically associated with negative emotions such as anger, frustration, but also danger. I want to use red to symbolise the danger being presented in my poster so the viewer understands how the light rail could threaten their lives if they don't make safe choices around it.

Additionally, I want my graphics to also look stylistic and drawn rather than just shapes made in Illustrator or by using real images which can be visually translated as dull. Looking back at the 'Talk About It' Campaign, their art style is effective in drawing the eye due to its unique visual compared to other typical designs. So I want to make hand-drawn graphics to achieve the same reaction and get the viewer to look at the designs and then take in the safety message.

# MOOD BOARD

A, C: I take inspiration from the art style in these two images, specifically the bold and dark line art to create that graphic novel style. It will be a unique visual compared to what has been seen for the light rail campaign in the past which usually use clean lines and simple graphics.

B, A: The colour palettes represent the colour scheme I'd like to follow. I want to use shades of red in my design to symbolize danger and then use greens or blues to contrast against the red to draw attention to the poster. I want to create contrast rather than using all reds which would create a very flat graphic that doesn't pop out.

D: I want to use the font, 'Impact,' as it stands out and can be read clearly. This will be useful for my designs as I want the viewer to be able to read the slogan and comprehend the message quickly.

(Death Note Manga Art 2011)  
(Olmstead 2017)  
Adobe Colour

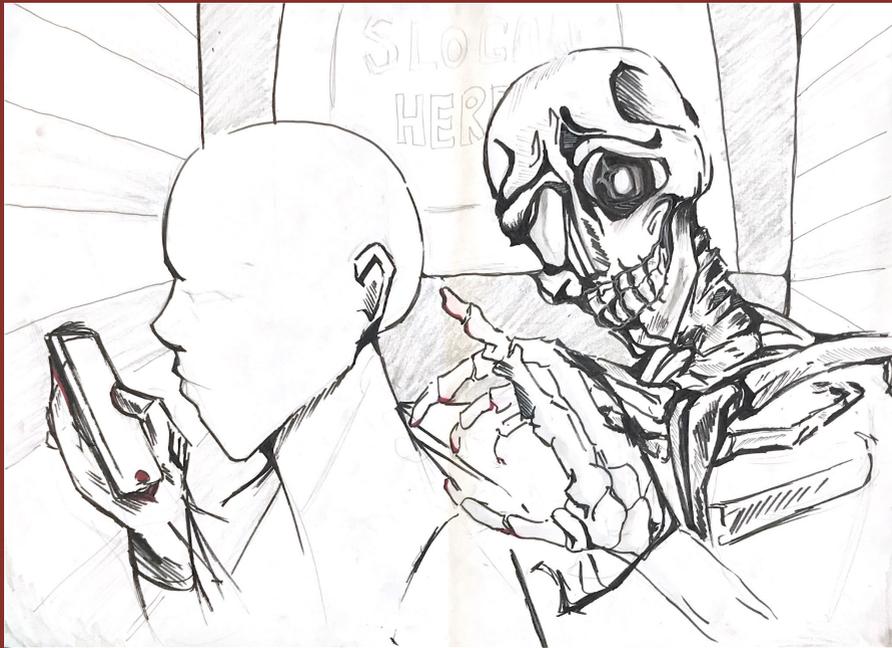


# DESIGN STATEMENT

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A series of designs that highlight the significance of being safe around trams, specifically the importance of staying off phones near the tram. It should target a 15+ audience that is interested in a graphic novel-like, gothic art style. The design will use a graphic novel art style and use the colours of black, blue and red. Additionally using features like bold lines, cross-hatching and shading. The design should be eye-catching and visually interesting in order to draw the viewer in to then acknowledge the message being presented.

# POSTER CONCEPTS



with that graph

During the first in person meeting with the client, I presented two concepts. This first concept includes a visual of a skeleton approaching a person distracted and using their phones whilst walking in front of the tram. Before presenting this concept to them, I had initial worries that the design would look too visually confronting and scary for the light rail safety campaign. Specifically, I thought the skeleton figure would be an issue regarding this. However, the first thing the client told me was that they liked the originality of the concept. They shared that they hadn't seen something like this before, regarding the graphic novel-like style that included bold line art, cross-hatching etc. After hearing this, I felt more encouraged to pursue this concept.

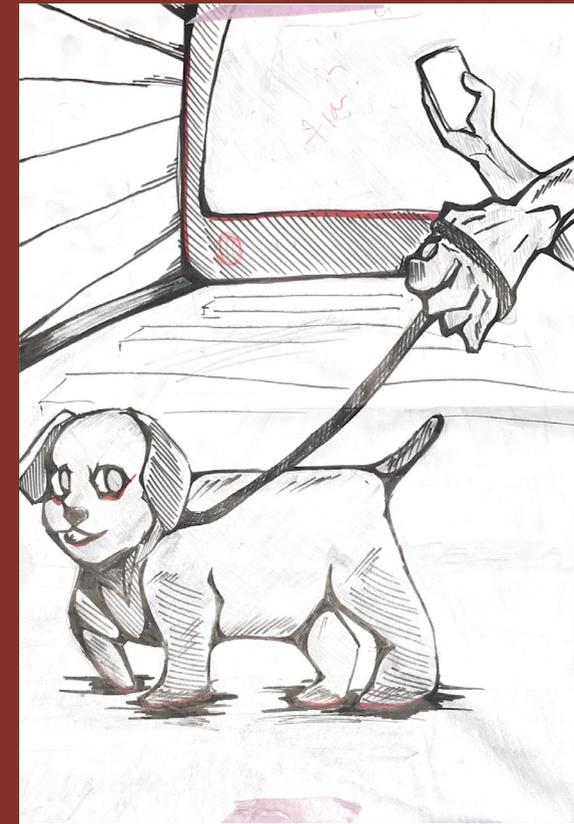
Following the initial positive reaction I was told that usually it's preferred that these poster designs used bright colours. However, the clients told me that if I wanted to, I could stick with a black and white colour scheme because it worked

ic novel style.

After this, the client told me that I might want to consider a different approach with the skeleton. Their worries were that the skeleton appeared to look like it was attacking the person in the concept. So they wanted me to workshop the position of the skeleton in the piece so it wasn't as threatening.

Finally, the client suggested that I create a slogan that really indicated what was going on in the design.

After receiving all this information, I decided to go with this concept. Although there are adjustments to be made, I believe this is the better concept. During the meetings, the client would usually bring up the fact that originality was sought out for, which assisted in convincing me to pursue this idea after they informed me that this concept was quite original. It also gives me creative freedom to create visually interesting, graphic novel-like images to draw in viewers because of its uniqueness.



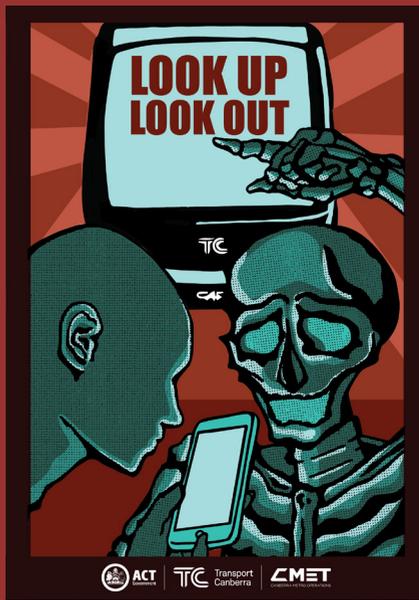
This was my second concept, a design which included sketches of a person distracted on their phone whilst walking their dog in front of a tram. I initially thought this would be a good campaign design as it would make the viewer feel bad seeing a dog, which is usually kept as a loved pet, about to be hit by the tram because of their distracted owner. By making the viewer feel bad, it could encourage them to not perform that action so they never end up in that devastating situation.

When I presented this concept to the client, they said once again that they liked the style I used. I had a positive reaction to this information

as I enjoy incorporating my own style into my work and I was excited to use it for this campaign.

Some comments they made were that I needed to make it more obvious that it was a tram in the background and to add more details to the tram to achieve this. They also suggested that I make it seem like the dog knows what is about to happen to them by having it look up at its owner and have a tear going down its face. These are all fair suggestions to enhance this concepts impact to the viewer so they really get the message.

# DESIGN DEVELOPMENT



I started this design by sketching the graphic of the person, skeleton and tram in procreate. I did this as its an app specifically for drawing and painting and I had already gone into this wanting a stylistic approach to my design. I sketched the graphics and then used small black dots which are usually seen in graphic novels, to fill in the white space in the skeleton and person. I did this to further create a feeling of a graphic-novel style and bring more visual interest to the piece.

I then imported this graphic into illustrator and used the image trace feature to turn it into a vector image, eliminating the pixels and making it a clean graphic, ready to work with. After this, I began using shades of blues to colour in and shade the skeleton and person, using a colour palette from the Adobe colour website. Following this, I also decided to make the background blue. After I did this, I immediately felt like the graphic looked flat and there wasn't enough contrast between colours to draw the eye to the design. So after this, I made the background different monochromatic shades of red to contrast against the blues so it all looked more eye-catching, which is important in order to get people to look at the poster and the message being presented.

At stage 4, the client came for another in person meeting. As soon as they saw the design at this stage they were impressed with the style and had once again mentioned its

originality compared to what they have seen before. Some comments they made were that the entire design was too dark, regarding the colours and that they needed to be brighter in order to be more eye-catching, especially from a distance. They also suggested that I move the slogan around and consider putting part of it on the phone in the graphic.

I didn't mention this to the client, but after they recommended this I wasn't sure about this idea. As the graphic of the phone was quite small and the slogan is one of the most important parts of the poster in order to get the message across clearly. So I was concerned about the fact that it would be harder to read part of the slogan if it was put inside of the phone. Further, it would also be harder to read from a distance, so this would only hinder the design. So in the final version of the poster design, I had made the adjustments for the colour and made it brighter but also played around with the typography and slogan. I decided putting part of the slogan on the phone wasn't going to be beneficial, so instead I kept the entire slogan on the tram but I then copied the word 'look,' from it. I put the word on the phone and next to it I put a graphic of an arrow pointing up to the tram. I figured this was a creative way to keep the slogan in its original place but also be able to include another element that communicated the message at hand.

# THE FINAL POSTER DESIGN

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# RATIONALE

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My final design includes vibrant colours, bold typography, and a stylistic, graphic novel style. All these elements are used to catch the viewer's attention and get them to look at the poster and acknowledge the message being presented.

I have used the colours of reds and greens as mentioned in my mood board. I have used shades of red in the background that fill in all of the empty space so it is really in your face. I have specifically used red to symbolize danger and that what is happening in the graphic is something to look out for. Comparatively, I have coloured the skeleton and person in the graphic with shades of green to symbolise non-aggression. I have done this to convey that the real danger is not the skeleton in the graphic, but rather the tram in the background coming towards them. I had only used the skeleton as a representation of essentially, 'what could be'

if this person doesn't look up from their phone. This is why I made the background red surrounding the tram, additionally using streaks of red coming from behind the tram to convey how fast it is and how vicious and dangerous it is if you decide to walk in front of it. I want the viewer to take from the poster that the light rail is the real danger occurring in the poster. Furthermore, the contrast of the reds against the greens assists in creating an eye-catching visual. Rather than just sticking with one colour or an analogous colour scheme, which can feel flat and not as visually eye-catching.

I have used a graphic novel-like style in my poster design. As mentioned in my mood board, I wanted to take inspiration from that style, using bold and dark lines, cross-hatching etc, to create something original and unique compared to what has been seen in the past for the

During both of the in-person, client sessions, I was told that the way I approached the campaign with this style was original and that they hadn't seen something like it before. This only motivated me to continue pursuing this idea. Because it is original, it is something that hasn't really been seen before which can encourage viewers to look at the poster and then therefore take in the safety message I am trying to communicate. front of it. I want the viewer to take from the poster that the light rail is the real danger occurring in the poster. Furthermore, the contrast

of the reds against the greens assists in creating an eye-catching visual. Rather than just sticking with one colour or an analogous colour scheme, which can feel flat and not as visually eye-catching.

# REFERENCES

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